

It results in an incredibly compact DDS cartridge that can handle up to 2 gigabytes of data, while providing maximum security for all your vital storage and archival needs for years to come.

Somehow, we thought you'd like the sound of that.

1/4 INCH BACKUP FOR A SAFER WORKPLACE.



Sony QD series data cartridges are designed to keep your data protected from any potential accidents.

The versatile 1/4 inch cartridges come in a variety of standards and offer superior error-free recording and easy to use

convenience across a wide range of applications.

Thanks to our ongoing improvements, tape drop-out has been greatly reduced, while tape speed fluctuations are a thing of the past.

There's even the new QD 9135 data cartridge with a 1.35

gigabyte capacity. Giving data-dependent businesses all the room they need to grow.

WE LEAD, THEY FOLLOW.

At Sony, we're committed to inventing new formats and perfecting new standards in data media to meet changing business needs.

As new computers and new applications are developed, Sony will be developing new data media products that will hold even more information, more securely.

And we'll continue to explore the limits of data recording technology.

After all, inventing new ways of saving your business is our business.

For more information on Sony Data Media products, please call or write: Sony Recording Media of America • 2 Van Riper Road • Mail Drop R230 • Montvale, New Jersey 07645-0406 (201) 476-8199

SONY
SONY RECORDING MEDIA

**ONLY
ON
SONY**
RECORDING MEDIA

2-495-010-20

IN 1980, WE INVENTED A NEW WAY TO SAVE YOUR FILES.



TODAY, WE'RE INVENTING NEW WAYS TO SAVE YOUR BUSINESS.



KEEP YOUR BUSINESS MOVING FORWARD BY BACKING UP

While the information revolution brought great advances, it also brought great anxiety.

Like knowing your company could be exposed to a loss from which it may never recover.

The loss of vital information, the lifeblood of your business.

Because in today's computerized office, valuable files that you've created over the years can be lost in mere seconds.

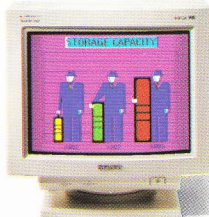
To counter all your new found worries, Sony has a number of reassuring options for you.

A SAVINGS PLAN FOR PRICELESS DATA.

It all began back in 1980 when we introduced the 3.5 inch floppy disk.

For the first time, hundreds of cumbersome pages could be preserved on one space-saving disk.

A disk that quickly became the industry standard.



A graphic demonstration of the need for high capacity data storage.

Today, we're evolving equally innovative data storage products to help your business grow.

ENHANCED PERFORMANCE XT SERIES



Our new XT series of floppy disks is designed for the way people use computers today. And where they use them.

These new disks have a smoother surface which drastically reduces friction between the disk and the drive.

The result is the fewest read and write errors ever. Media uniformity has also been enhanced and as a result, excellent output stability is achieved.

The 2 megabyte XT floppy has a new, reinforced layer to protect your data from scratches and dust. Using Sony XT series diskettes conserves your portable computer's battery. Due to its new formula, 20% less power is needed to run your drive, making it easy to cope with the harsh demands of portable and laptop computing. XT Series disks are ideal for businesses on the go.

For the 5.25" PC user, Sony offers the highest quality array of 5.25" products. Disks are also available unformatted and preformatted for IBM and compatible users. All models have the superior reliability Sony's famous for.

INVEST IN PRECIOUS METALS.

In business, nothing is more precious than data preservation.

Fortunately, over 30 years ago, Sony discovered the benefits of metal tape technology for high-density recording.

Today, you can see the rewards of our efforts in our 8mm and 4mm data cartridges.

Highly advanced metal tape technology that provides even longer-term stability.

8MM DATA CARTRIDGES. DESIGNED TO SAVE YOUR DATA, NOT YOUR BIRTHDAYS.

We weren't satisfied to just invent the 8mm video recording format.

So to meet the need for improved data



A 5 gigabyte 8mm data cartridge can store a stack of papers 30 stories high, leaving more room for your business to grow.

integrity, we developed an enhanced data grade 8mm cartridge

for quick, safe, reliable backup.

Our enhanced data grade D8 holds a staggering 5 gigabytes of information (roughly equal to 7,000 standard floppy disks).

You'll find safety features never conceived for video grade 8mm tape, offering drastically improved durability. And a shelf life in excess of 30 years under recommended conditions.

For today's most demanding data storage and backup applications, Sony D8 cartridges are designed to give your business a memory worth celebrating.



DDS 4MM DATA CARTRIDGES. ADVANCED BACKUP IN A COMPACT FORMAT.

The 4mm DDS data cartridges use Sony's advanced DAT technology. Not to make music, but to store the data that keeps your business humming.

This highly advanced format was developed along with Hewlett Packard.